BASIC CARTON PROMOTION (7/1/94-9/30/94)

* Carton promotion with T-Shirt attached on carton
* 1.1 MM circulation
* Bounceback offer on 3 items

Assume 98% of 1.1MM deals will be purchased by consumers: 1,078,000

	AVERAGE ESTIMATED %RESPONSE	HISTORICAL #PK UPCS	ESTIMATED ITEM ORDERS	COMPARABLE ITEMS IN DISCOUNT PROGRAMS	HIGHEST ESTIMATED %RESPONSE	HIGHEST ESTIMATED ITEM ORDERS
Sweatshorts ($5)	0.53	15 - 20	5,724	- clothing items requiring 15 to 23 UPCs	0.67%	7,223
Sweatshirt ($10)	0.83	30	8,978	- sweatshirt	1.14%	12,289
Sweatpants ($10)	0.70	30	7,508	- sweatpants	0.97%	10,457
TOTAL	2.06		22,210		2.78%	29,968
	2.43					
Sweatshorts ($5)			$28,618			$36,113
Sweatshirt ($10)			$89,784			$122,892
Sweatpants ($10)			$75,080			$104,566
TOTAL			$193,482			$263,571

DISCOUNT BRANDS

PROGRAM	PREMIUM	#UPCS	$(CASH/PH)	%RESPONSE	CIRCULATION	SHIPMENT SHARE	
Alpine Warm Up Collection	Sweatshirt	30 pk	$0.00	1.03			
(3/17/92)	Sweatpants	30 pk	$0.00	0.97			
On pack	Turtleneck	20 pk	$0.00	0.61			
Total				**2.61**	834,900	0.57%	.7
Buckskins Catalog Order Form	Boxers	1 ctn	$0.00	0.41			
(8/1/91)	T-shirt	2 ctn	$0.00	0.43			
On carton	Cap	1 ctn	$0.00	0.52			
	Sweatshirt	3 ctn	$0.00	0.93			
	Sweatpants	3 ctn	$0.00	0.77			
Total				**3.06**	1,100,000	0.50%	.23
Bucks Order Form	Boxers	10 pk	$0.00	0.54			
(5/1/91)	T-shirt	20pk	$0.00	0.67			
On pack	Cap	10 pk	$0.00	0.92			
	Sweatshirt	30 pk	$0.00	1.14			
	Sweatpants	30 pk	$0.00	0.81			
Total				**4.08**	1,300,000	0.40%	.16
Cambridge Spring Bonanza	Sweatshirt	30 pk	$3.00	0.23			
(3/1/93)	Sweatpants	30 pk	$3.00	0.24			
On carton	SS/SP set	60 pk	$3.00	1.06			
	T-shirt	15 pk	$3.00	0.08			
	Cap	8 pk	$3.00	0.02			
	T/C set	23 pk	$3.00	0.86			
Total	**7 other non-clothing items**			**2.49**	1,500,000	1.89%	.6552
Total program				**9.10%**			

PREMIUM BRANDS

PROGRAM	PREMIUM	#UPCS	$(CASH/PH)	%RESPONSE
Marlboro '89 Offer/Red Sweat	Sweatshirt	25 pk	$0.00	12.16
(9/1/89)	Sweatpants	25 pk	$0.00	12.13
On pack				
Marlboro Menthol Hooded Sweat	Sweatshirt	20 pk	$0.00	5.18
(1/1/91)				
On pack				
Marlboro Menthol Sweatpants	Sweatpants	25 pk	$0.00	5.05
(10/1/89)				
On carton				

MISCELLANEOUS

PROGRAM	PREMIUM	#UPCS
Parliament Get Away II	Fleece Pullover	110
Parliament Get Away II	Long Sleeve T	35
Merit Getting Away	Fleece Jacket	75
Marlboro Adventure Team	Gear and Long Shorts	40
Marlboro Adventure Team	Sweatshirt	79
B&H Kings TTEO	Shorts	30
B&H Kings TTEO	Sweatshirt	75

POTENTIAL UPC REDEMPTION BASED ON VARYING CONSUMPTION LEVELS:

1 pack a day	90 UPCs
2 packs a day	135 UPCs
Avg. consumption for Basic smoker (NTS 12MM 6/93) 26.6 sticks per day (1.3	120 UPCs

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Source: https://www.industrydocuments.ucsf.edu/docs/gngj0004